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2008

Check Your Mailbox!



On March 7, First 5 California mailed two copies of its FY 2006-2007 Annual Report and County Profiles plus a CD containing both to each county. First 5 California is also preparing a CD containing copies of all the School Readiness evaluation reports that counties submitted with their FY 2006-2007 Annual Report. We are sending these reports in response to requests from several counties who would like to see what other counties are doing to evaluate School Readiness programs.

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CARES Conference Registration Deadline

The CARES conference registration deadline is approaching! April 14 is the last day for advance registration for the 2008 CARES Conference being held April 28-29 at the Westin Hotel in Millbrae. Additional conference and hotel reservation information can be found at <http://cares.edgateway.net/cs/cares/view/e/419>. This year's theme is "Supporting the Full-Spectrum of the Early Learning Workforce: From Intentional Recruitment to Retaining Leaders".

As noted in last month's County Connection, the featured luncheon speaker on April 28 is Delain Eastin, former California Superintendent of Education. In addition, at the CARES reception on April 28 from 5:00 to 7:00 p.m., First 5 California Executive Director Kris Perry will present a special award to Linda Parfitt, California Department of Education, Childhood Development Division, and Sarah Neville-Morgan, Deputy Director, First 5 California Program Management Team, acknowledging their professional and personal commitment to the goals of CARES and similar programs.

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APIA CBO Symposium in Los Angeles

As part of our ongoing childhood obesity prevention campaign, First 5 California will host a community symposium for organizations that serve the Asian Pacific Islander American (APIA) communities in Los Angeles on April 17. The purpose of the event is to discuss the serious and fast-growing problem of childhood obesity. Dr. Joyce Javier, a clinical pediatrician at Children's Hospital Los Angeles and the USC Keck School of Medicine, will be on hand to share her findings and research on childhood obesity and provide an overview of how this problem is affecting the overall health and well-being of the APIA community.

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KCRA Viewers Count Down to Kindergarten



Executive Director Kris Perry appeared on KCRA-TV's morning show on March 12 to provide

viewers with tips on how they can best prepare their child for his or her first day of kindergarten. Kris presented First 5's "Countdown to Kindergarten" key messages in a David Letterman-style Top 10 list format. Her next KCRA appearance is slated for April 15 to discuss the importance of children's oral health. Thanks to First 5 Sacramento for helping identify the dentist who will join Kris for the segment and provide a hands-on demonstration.

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Evaluation Technical Assistance

The Research and Evaluation Team held a technical assistance conference call on March 21. The notes from this call and information about accessing the conference call recording are on the First 5 Web site under [Statewide Evaluation](#). Please check the Web site for details regarding the next technical assistance conference call

scheduled for Tuesday, April 22, 2008 from 10:00-10:30am.

As a reminder, if you have any evaluation questions or if you need assistance with PEDS, please email evaluation@ccfc.ca.gov.

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Legislative Update

The legislative deadline to introduce bills was February 22, 2008. There were many bills introduced as “placeholders” into which further language will be amended prior to the bills being heard in committee.

This is the case with two important preschool bills, SB 1629 and AB 2759, both of which have been the subject of large stakeholder group meetings.

SB 1629, introduced by Senator Darrell Steinberg with Assemblymember Dave Jones as principal coauthor and Speaker Fabian Núñez as coauthor, would establish a commission to create an early learning quality improvement system. This would include a framework for improving program quality and an enhanced funding structure that provides the necessary resources for programs to achieve higher quality, and the support and opportunity for teachers to reach higher levels of educational attainment.

AB 2759, introduced by Assemblymember Jones with Senator Steinberg as principal coauthor and Speaker Núñez as coauthor, would consolidate and streamline existing Title V child development programs that serve children 3 to 5 years of age.

First 5 California has been serving in an advisory capacity to the Legislature on issues related to children ages 0 to 5, while also familiarizing legislators and their staff on the important work of First 5.

There is also a continued effort to include funding for preschool facilities in AB 100 (Mullin), which is known as the Public Education Facilities Bond Act.

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Univision San Francisco Features First 5 California



Communications Director Elisa Bupara participated in a March 19 segment on *Univision San Francisco* which promoted the *Kit for New Parents* and addressed the importance of fitness and nutrition for new mothers.

Elisa was also a featured guest on *Univision San Francisco* for a segment on children's dental health which aired March 22 and March 23. She shared the latest statistics on Latino children's oral health and provided tips for parents on what they can do at home to help prevent or fight tooth decay.

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First 5 is a Hit with Ryan Seacrest!



Popular radio show *On-air with Ryan Seacrest* spotlighted the *Kit for New Parents* on *KIIS-FM* –

L.A.'s # 1 general market radio station and one of the highest-rated Top 40 stations nationwide. After guest Lionel Richie joked about how he told his daughter Nicole that babies don't come with a manual, First 5 pitched the show's producers that, in fact, California's babies do come with a manual – the *Kit for New Parents*. The next morning, Ryan Seacrest's co-host "set the record straight" on air and directed the station's 520,000+ daily listeners to KIIS' Web site, where the station posted even more information about the *Kit*.

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Eclipse Solutions Wins Program Reporting System Contract



Research and Evaluation is pleased to announce the award

of the Information Technology (IT) Program Reporting System Request for Offer to Eclipse Solutions. Eclipse has provided IT and management consulting services for many public sector agencies since 1996. They will work with First 5 California Research and Evaluation staff to write the Request for Proposal (RFP) to secure a vendor to build the new Center for Results IT solution. Work will begin in a few weeks and target for the release of the IT RFP is for late summer or early fall of 2008.

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Fiscal Memo 08-01: Health and Safety Code Section 130140(d) Compliance Certification

On or before July 1 of each state fiscal year, county commissions must demonstrate compliance with Health and Safety Code (HSC) Section 130140(d) to remain eligible to receive tax revenues. To facilitate compliance with HSC Section 130140(d) requirements, First 5 California has issued Fiscal Memo 08-01: Health and Safety Code Section 130140(d) Compliance Certification. Fiscal Memo 08-01 is available on the First 5 California Web site at <http://www.cafc.ca.gov/commission/fiscal.asp>. A complete certification form with attachments or documents to demonstrate compliance must be submitted by each county commission to First 5 California on or before July 1, 2008 to remain eligible for tax disbursements beginning with the July 2008 tax revenues. If you have questions regarding this matter, contact Sandy Beck, Fiscal Operations Manager at 916-263-1018 or by e-mail at sbeck@cafc.ca.gov.

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Dr. Fresh Joins First 5 F.A.N. Club



First 5 California has secured a new corporate partner –

Dr. Fresh – a California-based manufacturer of children's toothbrushes. Dr. Fresh will provide First 5 California with more than \$30,000 worth of free toothbrushes and coupons to use as giveaways

during the upcoming Hands-on Health mobile outreach tour. Thanks to Dr. Fresh, every family that visits the exhibit will receive a free Dr. Fresh FireFly toothbrush, which has a built-in light that flashes to encourage children to brush their teeth for the dentist-recommended length of time. For more information on Dr. Fresh products, please visit: www.drfresh.com.

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Power of Preschool Evaluation Meeting

More than 30 representatives from the Power of Preschool (PoP) Demonstration Projects and First 5 California staff met on March 3rd in San Diego for a PoP Evaluation meeting. The discussion included the importance of demonstrating the value of the PoP program, along with how the program evaluation fits into the First 5 California strategic plan. A large portion of the day focused on an interactive discussion of the PoP evaluation outcome measures and potential improvements to the process.

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County Fund Distributions

The Monthly Distributions for Fiscal Year 2007/08 are available on the First 5 California Web site at www.ccfc.ca.gov/commission/fiscal.asp. The report titled "Disbursement to Counties" provides current information on the total funds to date authorized for release by First 5 California to First 5 county commissions.

Since the release of the March County Connection, the following revenues and disbursements were authorized and submitted to the State Controller's Office for release to counties: Regional Technical Assistance; Power of Preschool Demonstration Projects reimbursement; Special Needs Project Demonstration Sites; and Health Access reimbursement.

If you have questions regarding tax revenue, please contact Sandy Beck at (916) 263-1018, or by e-mail at sbeck@ccfc.ca.gov. For questions

regarding program funding, contact your assigned program consultant.

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